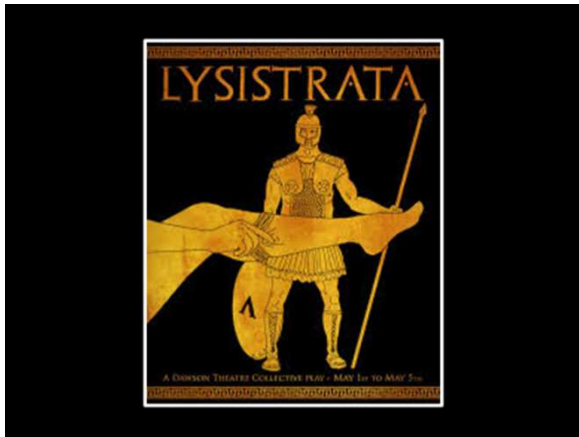




KFE
KFE
Karen Friedman
ENTERPRISES
CREATING COMPELLING COMMUNICATORS

**Communicating
with Impact**

Purpose
Power
Presence





1/2 work week in meetings




1/2 work week in meetings



REASONS PEOPLE DON'T SPEAK UP

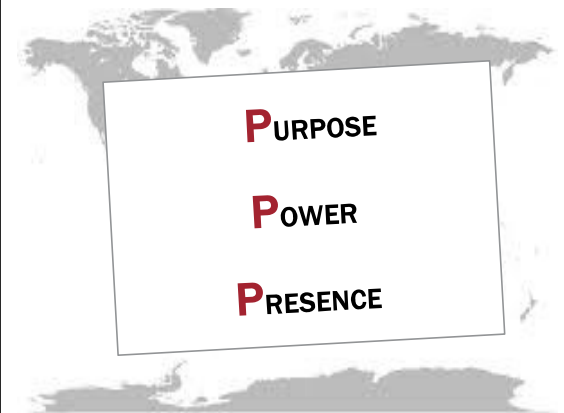
- Shy
- Lack self confidence
- Ideas shot down
- Confrontation
- Perceived negatively
- Can't think on feet
- Need more time to prepare
- Interrupted
- Tough to cut in
- Intimidated
- Too new
- Afraid of being wrong

Top 3 Female Weakness



Overly emotional
Too long to get to point
Not authoritative: weak words


Research: Carol Kinsey Goman



PURPOSE
POWER
PRESENCE



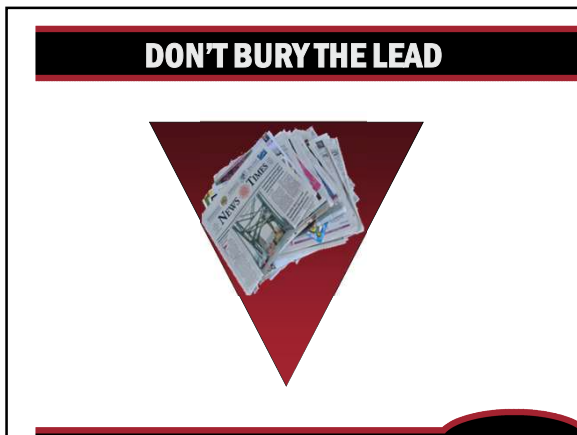
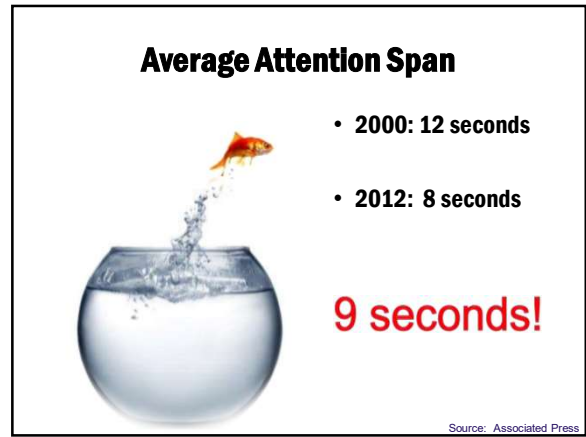
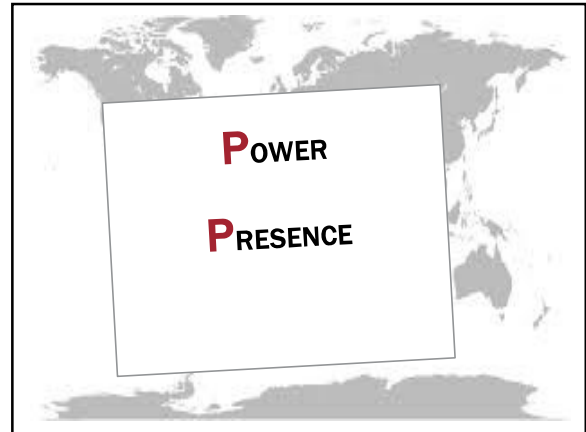
TELL ME MORE



TELL
ME
MORE



Make Me Care Meter



New Expense System


- I want to talk to you about a new way we want to log expenses.
- First I'm going to take you through the program and then I will show you how you would be able to enter your receipts. When entering a receipt, you would first click here on the upper right hand side of your screen which brings up a box.
- When you open the box, you'll see another screen. It's complicated at first, but once you use it, it will get easier.....

why do I need to learn all of this?

OLD SYSTEM (per month):

4 hours per person

**500 people
x 4 hours
2000 hours**



NEW SYSTEM (per month)

1 hour per person

**Saves
1500 hours**

**SAVINGS:
\$30,000 per month
or \$360,000 per year**



"WE offer fertilizer that will help your flowers grow big and bright"

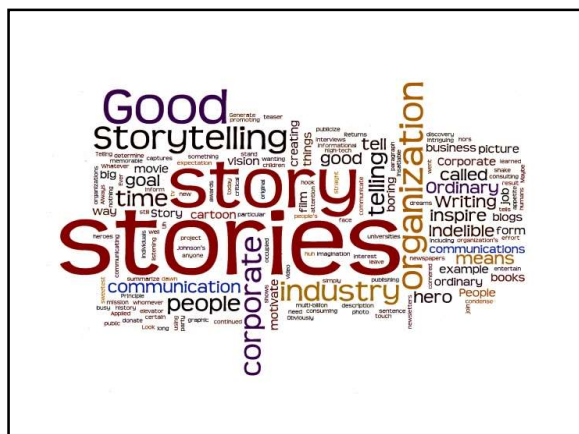
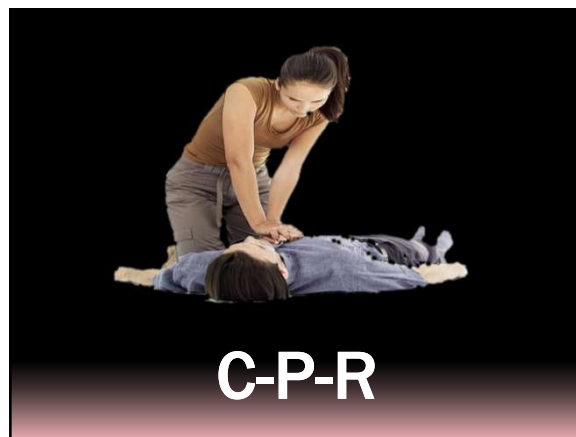
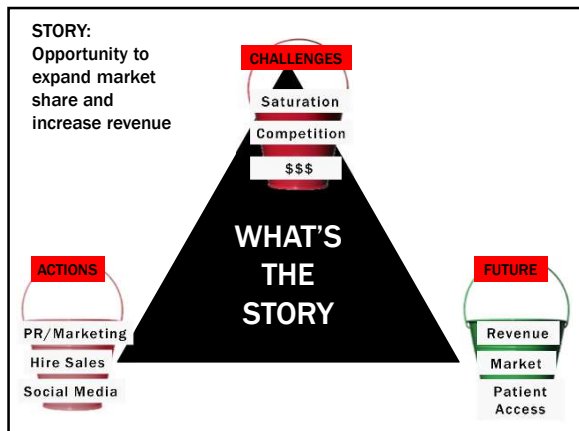


"YOU will grow bigger brighter plants that need less watering"



ORGANIZE

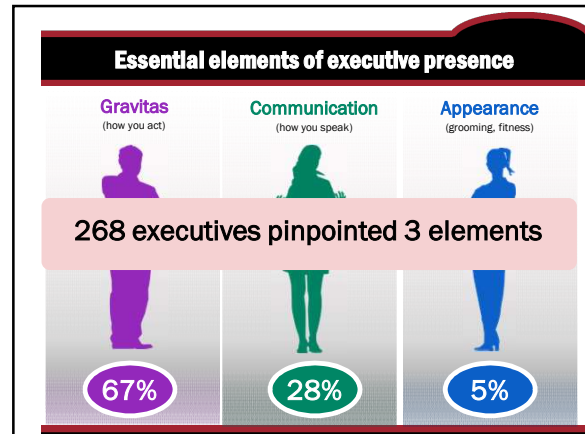





Executive Presence

Managers often say to me,

“ he/she is good at what they do but they lack executive presence ”



WIMPY WORDS



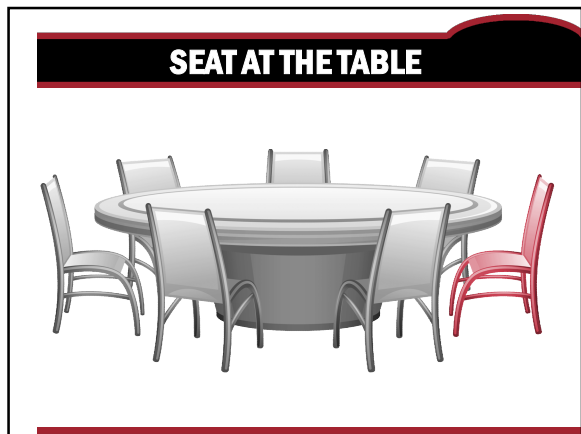
- **W**impy Approach
 - I think—we might—maybe
 - We're confident, optimistic, we expect
- **I**nquiries/Tag lines
 - This might work, don't you agree?
 - Here are the facts to support
- **M**aybe I'm not sure
 - Maybe, kinda, I think, I guess, sort of, um, ah, like, ya know, just
- **P**retend
 - Biz speak, jargon, gobbledygook



- **P**ace
- **P**ause
- **P**itch
- **P**ronounce
- **P**roject
- **P**ractise out loud

Delivery P's





Speak Up

Preparation

- Why am I here?
- How can I help?

2-3 points in advance

- Saw, heard, experienced
- While talking to Ben

Key words

- Play off others
- 'So if we improve efficiency'

Techniques to Speak Up

Speak Up

Help them elaborate

- Now that you've shown us x, how do we---

Incorporate Remarks

To disagree

- 'Here's another perspective' 'In my experience'

Appeal

- Bob, I've always respected your opinion so when you say-

Techniques to Speak Up

Inviting Questions

- Can you give me an example?
- If I understand what you are saying, you want to know---
- So Jeff, if we continue with the schedule you've outlined does that mean we will hit our goal before Q3?
- What challenges do you anticipate?
- Can you explain how the process works?
- In your opinion, what are next steps?



